



WHAT IS BRANDING? – RIDOT & IWAY

Iway = I-195 Relocation Project

- Branding is a distinctive trademark name that creates a measure of consumer awareness for a product. The “Iway” brand will become the face of the I-195 Relocation Project and be a valuable asset for the Rhode Island Department of Transportation (RIDOT).
- The “Iway” branding effort, along with other elements of the public information and education campaign, will positively position the project with the public and help RIDOT communicate what will happen with the Relocation.
- The “Iway” branding conveys a purpose of personal connection and ownership. Coupled with the tag line, “Yours. Mine. Ours.”, RIDOT wants everyone to understand that this project is being done for them, to improve their quality of life, and to improve safety in general. The name is simple, clear, and most importantly ... memorable.
- The logo’s chief graphic element takes the three arches of the I-195 signature bridge, the Providence River Bridge, and rotates them slightly in their simplest form. This creates an interesting 3-D feel that is modern and streamlined.
- The “Iway” is being introduced today to signal the next phase of the I-195 Relocation Project’s evolution. With assembly of the steel just begun on the Providence River Bridge, Rhode Islanders can begin to sense how this project will change the face of Providence’s skyline.
- The new project name and look will appear on all of this project’s informational and educational materials including the Department’s web site, www.dot.state.ri.us. The logo will also be at the construction site and on future presentation materials.
- Over the next several years as the “Iway” project changes the I-195 corridor, between I-95 and the Washington Bridge, when the public hears traffic reports, they won’t have to figure out what portion of I-195 is being talked about. When they hear “Iway”... they’ll know.
- The greater the awareness motorists have about a construction project, the better they can understand what is going on, and the better they can cope with any resulting impacts.
- RIDOT realizes that it is introducing a new word into the vocabulary of Rhode Islanders. Once people become comfortable with the term “Iway” they will become comfortable with the brand. And once they are comfortable with the brand stakeholders, including, residents, commuters, businesses, community leaders and officials, will relate to the project’s growth and change and make it a part of their daily lives.